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Message Text

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ACTION NEA-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 EUR-25 DRC-01 /073 W
---------- 012057
R 191430Z MAR 74
FM AMEMBASSY NEW DELHI
TO SECSTATE WASHDC 0349
USIA WASHDC

LIMITED OFFICIAL USE NEW DELHI 3763

DEPT ALSO PASS TO COMMERCE

E.O. 11652: N/A
TAGS: BEXP, IN
SUBJECT: US PARTICIPATION IN INDIAN TRADE FAIR, NEW DELHI,
NOV 14-DEC13

1. WHILE THIS IS BILLED AS A "TRADE FAIR," JUDGING FROM THE
1972 EXPERIENCE, THERE ISLIKELY TO BE LITTLE IN THE WAY OF
COMMERCIAL GAINS TO BE MADE. THIS OPINION IS SHARED BY OTHER
COUNTRIES AND, AS FAR AS
WE KNOW,ONLY ONE WESTERN COUNTRY,
ITALY, DEFINITELY INTENDS TO PARTICIPATE. THE UK IS CON-
SIDERING PARTICIPATING. ON THE OTHER HAND, THE SOVIET UNION
AND VIRTUALLY EVERY OTHER EASTER EUROPEAN
COUNTRY WILL SPONSOR EXHIBITIONS.

2. IT IS THE EMBASSY'S JUDGMENT THAT A CAREFULLY THOUGHT
OUT MODEST PARTICIPATION IN 1974 WOULD BE IN THE OVERALL
INTERESTS OF THE US. WE DO NOT BELIEVE THAT A STANDARD INDUSTRIAL
EXHIBIT,
WHETHER FINANCED BY THE DEPARTMENT OF COMMERCE
OR MOUNTED LOCALLY, WOULD BE POSSIBLE OR WORTHWHILE AT THIS
LATE DATE. WHAT WE HAVE IN MIND IS PUTTING TOGETHER A SMALL
MOVIE THEATER IN RENTED SPACE TO SHOW AMERICAN INDUSTIRAL
FILMS IN ORDER TO DEPICT THE IOENSE TECHNOLOGICAL SKILLS
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AND VARIETY OF GOODS AND SERVICES THAT ARE AVAILABLE IN THE

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UNITED STATES.

3. AT THIS TIME, WHEN WE ARE TRYING TO DEVELOP OUR BILAORAL RELATIONS WITHOUT FALLING INTO THE PAST PATTERN OF OVER-DEPENDENCE ON AID, THE STRESS OF US TECHNOLOGY WOULD SEEM PARTICULARLY APPROPRIATE. INDIA IS ALREADY BECOMING INCREASINGLY AWARE THAT ITS ECONOMY IS NOT COMPLEMENTARY TO THE SOVIET BLOC AND THAT ONLY THE WEST CAN PROVIDE THE TECHNOLOGY AND MARKETS INDIA NEEDS TO MEET ITS OWN PROBLEMS. WHILE OUR APPROACH WOULD NOT BE ONE OF "HARD SELL", WE BELIEVE THE MEUSAGE WOULD GE T THROUGH AND THAT, IN A COUNTRY WHERE FILMS ARE VERY POPULAR, OUR VISUAL APPROACH COULD BE EFFECTIVE.

4. FINALLY, POLITICALLY, US PRESENCE AT THE FAIR WOULD COME AS A PLEASANT SURPRISE TO THE GOI AND WOULD SYMBOLIZE OUR INTEREST IN INDIA.

5. THE MODEST PARTICIPATION WE FORESEE WOULD INCLUDE RENTED SPACE FOR A 200- SEAT MOVIE THEATER DEVOTED TO AMERICAN INDUSTRIAL FILMS AND SPECIALLY PRODUCED SWMDE SHOW ON THE THEME OF EXPANDING TRADE BETWEEN THE UNITED STATES AND INDIA. SOME PRINTED MATERIALS AND A COMMERK AL INFORMATION BOOTH WOULD BE EMPLOYED. USIS IS COMMITTING THE PRODUCTION OF THE SLIDE SHOW OUT OF FY74 FUNDS WITHOUT REFERENCE TO PARTICIPATION IN THE FAIR AS PART OF ITS COUNTRY PLAN PROJECT SUPPORT TO TRADE EXPANSION.

6. USIS ALSO BELIEVES THAT IT MAY BE ABLE TO FINANCE MOST OF THE US PARTICIPATCSN OUT OF FUNDS FROM ITS REGULAR FY 1975 BUDGET PROVIDED IT RECEIVES BACKSTOPPING FROM USIA, COMMERCE, AND OTHER DEPARTMENTS IN WASHINGTONIN THE MATTER OF OBTAINING INDUSTRIAL FILMS ON LOAN. AD HOC EXPERTISE IN THE FORM OF ONE OR TWO TDY ASSIGNMENTS OF A USIA DESIGNER TO DRESS UP THE THEATER AND INFORMATION BOOTH AREA MAY ALSO BE REUQIRED.

7. UNLESS THE DEPARTMENT, USIA OR COMMERCE PERCEIVE ANY OBJECTION TO THIS APPROACH WE SHALL INFORM THE GOI OF OUR INTENTION TO PARTICIPATE. WE SHALL BE NDING BACK SPECIFIC REQUESTS FOR ASSISTANCE IN OBTAINING FILMS IN SEPARATE MESSAGE.
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Disposition Action: RELEASED
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Disposition Authority: MorefiRH
Disposition Case Number: n/a
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Film Number: n/a
From: NEW DELHI
Handling Restrictions: n/a
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Legacy Key: link1974/newtext/t19740332/aaaabefv.tel
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